

022004

17611 U.S. PTO

IBM Docket No. RPS920030057US1

**In the United States Patent and Trademark Office
Patent Application Transmittal**

22859 U.S. PTO
10/783580

022004

Transmitted herewith for filing is the Patent Application of:

Inventors(s): Michael J. Johnson

For: Method And System For Measuring Effectiveness Of Shopping Cart
Advertisements Based On Purchases Of Advertised Items

ASSIGNEE NAME: International Business Machines Corporation

ASSIGNEE RESIDENCE: Armonk, New York

Enclosed are

62 pages of specification, including 68 claims, plus 17 sheets of *formal* drawings.

An assignment of the invention to International Business Machines Corporation, Armonk, New York 10504.

A certified copy of a/an application.

X Declaration and Power of Attorney.

X PTO-1449 & references

X A return post card

Filing Fee Calculation (For Other Than Small Entity)

| | | | | | | |
|---------------------|------------------------------------|-------|-------|--|----------------|-------------------|
| Basic Fee: | | | | | | \$770.00 |
| Claims Fees: | Filed | Limit | Extra | | Rate per Extra | |
| Total claims: | 68 | 20 | 48 | | \$18.00 | \$864.00 |
| Independent claims: | 9 | 3 | 6 | | \$86.00 | \$516.00 |
| | Multiple Dependent Claim Presented | | | | \$280.00 | \$0.00 |
| | | | | | Total | \$2,140.00 |

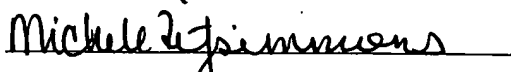
Please charge Deposit Account **09-1990** for the **Total** set forth above. The Commissioner is authorized to charge payment of any additional filing fees required under 37 CFR §1.16 and any patent application processing fees under 37 CFR §1.17 or to credit any overpayment to the identified account. A duplicate copy of this sheet is enclosed.

Express Mail Certificate

Express Mail Label No: EV385165553US

Date: February 20, 2004

I hereby certify that I am depositing the papers identified above with the U.S. Postal Service "Express Mail Post Office to Address" service on the above date, addressed to the Commissioner for Patents, PO Box 1450, Alexandria, VA 22313-1450.


Michele M. Fitzsimmons

BY


J. Bruce Schelkopf

Attorney of Record Reg. No. 43901

Date: February 20, 2004

IBM Corporation
Intellectual Property Law Dept. 9CCA/B002
P.O. Box 12195
Res. Tri. Park, NC 27709

Telephone: 919-543 4753 FAX 919-254-2649